

SR 520 Pontoon Construction Design-Build Project

Construction Communications / Public Involvement Plan

Final DRAFT: July 2010

Prepared by:
Kiewit-General
SR 520 Pontoon Construction Design-Build Project
Public Involvement Team

SR 520 Pontoon Construction Design-Build Project

Draft Construction Communications Plan

WSDOT and its contractor, Kiewit-General, are advancing the pontoon construction for the SR 520 floating bridge in the event of a catastrophic failure. If the pontoons are not needed for emergency use, they will be used for the eventual bridge replacement. WSDOT has identified the Aberdeen Log Yard as the preferred alternative for building a new pontoon construction facility. This draft communications plan assumes construction in Aberdeen, and is based on one-on-one stakeholder interviews, the RFP, and the SR 520 Bridge Replacement Program Communications Plan.

Communication goals and objectives

WSDOT and its contractor, Kiewit-General will implement a communications program that meets WSDOT's public information and community relations goal *to demonstrate that the SR 520 Program and the Pontoon Construction Project are moving forward. Consistent and clear messages will be combined with widespread outreach to ensure we meet our commitment to project delivery.*

Support successful project delivery while informing the public about the project

- Support WSDOT in maintaining and strengthening relationships with the Grays Harbor and Aberdeen communities, local jurisdictions, community and business leaders and elected officials.
- Support WSDOT's communications objectives to provide complete information that is accurate, timely and error-free.
- Provide information to people and entities directly affected by construction in as proactive, responsive and complete a manner as possible.
- Assure that any potential disproportionately high and/or adverse impacts on minority, non-English speaking, and/or low-income populations are identified and addressed.

Maintain public confidence in WSDOT's plan to build pontoons in the Grays Harbor community

- Report successes regularly and often; work with WSDOT to tell our own good and bad news stories.
- Be responsive to the public by responding to correspondence initially within 3 days, and a final answer (or extension) within 5 business days.
- Demonstrate forward momentum, keeping the public informed about each component as it develops.
- Educate the public about the Project's environmental benefits and improvements.



Maintain strong relationships with key decision makers so they continue to understand why WSDOT is doing the project, what the benefits are, and what future support the project needs.

Help WSDOT maintain credibility with local and resource agencies, elected officials, and community groups.

- Work closely with WSDOT to anticipate the Grays Harbor and Aberdeen communities' communications needs so we maintain project support and forward momentum.

Manage community expectations about the proposed new site for pontoon construction, community benefits, and job creation.

- Work with WSDOT (SR 520 program office and Olympic Region) to tell the project story - how the project is building the pontoons to prepare for catastrophic failure and rebuild the SR 520 floating bridge.
- Provide timely construction updates to the general public, tribes, key businesses and community leaders.
- Provide stories and numerical data on how the project provides living wage jobs, improving the Grays Harbor community.

Prevent surprises

- Coordinate closely with other local projects, jurisdictions, agencies and the Port of Grays Harbor on lane closures for haul routes and other potential construction impacts.
- Report our progress and our mistakes through written reports, web stories, and photos. Provide information to WSDOT for the media at their discretion.
- Provide timely information on project issues to WSDOT before they escalate. If we have an emergency situation or a problem, be transparent with WSDOT through the solution process.
- Promptly respond to requests for information and keep thorough records of all correspondence. Contact WSDOT as needed to respond to requests for information.

Public relations risks and opportunities

- Managing local community expectations about the project's potential economic benefits, including using the local workforce and long-term economic opportunities.
- Managing the public's questions about project staging and phasing.
- Addressing concerns about:
 - the project's traffic effects,
 - project noise effects on the local community,
 - potential environmental effects on fish and wildlife habitat, aquatic resources, and moorage,
 - The project's costs and funding.



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- Managing questions about WSDOT’s long-term use of the pontoon construction facility.
- Answering questions about project delays as a result of fieldwork, weather, investigations, or permitting.

Communication strategies

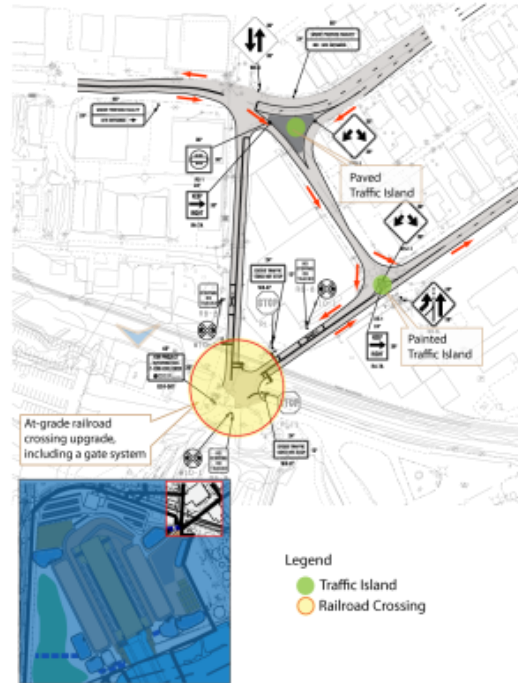
“No Surprises” Approach. The project team will communicate early and often about planned construction activities, as well as unplanned issues and emergencies. We will provide WSDOT with regular reporting and trends analysis so project leadership is kept well-informed. The map on this page shows planned roadway improvements, which include: pavement markings, two traffic islands, and a new railroad crossing. We will keep WSDOT and the public informed of local impacts in advance of and during the work.

On-site staff will have back-pocket cards for the public – these could potentially be magnets with the web page, hot line, and project information.

Lead with the Web: Use the Pontoon Construction Project website to provide notification of project developments, including key milestone achievements, fieldwork, and opportunities for public input or review. Drive people to the web. WSDOT will make regular web updates, and the regional office will make monthly page updates; K-G will provide information, drafts, and feedback.

Maximize media exposure. With input and support from Kiewit-General, media relations will be managed by WSDOT. One of the most cost-effective ways to inform the public is through the media. Kiewit-General will support WSDOT project communications as they maximize media relations, including media releases, media tours and other events. WSDOT will lead media relations, such as drafting and editing press releases and coordinating contractor staff and resources. Media requests for information will be responded to within 1 business day.

- Work with WSDOT to provide information to the *Daily World*, *Montesano Vendetta*, *Hoquiam Happenings* and discoveringwestport.com and local groups that have newsletters.



Map of roadway improvements. We will notify the public in advance of this work, which is estimated to last about one week.

- Create a special construction feature – “Construction Corner”- in the local print media and radio, such as Grays Harbor Radio and Josepha Broadcasting. K-G will help provide weekly updates for a “Construction Corner” briefing to be sent out weekly by WSDOT. Offer Joe as a source to speak with KVKW and KXRO in their morning shows.
- Minimize negative press by collaborating with WSDOT to report out regularly, and support WSDOT’s existing relationships with local media and activist groups.
- WSDOT and K-G update talking points at least once a quarter to reflect progress.
- Coordinate media briefings and events as appropriate.

Engage the public and local jurisdictions: Notify the public and jurisdictions of upcoming activities via the web site, community briefings, and targeted notifications. Provide access and opportunities for the local community to learn about the project and provide comments, including large public events such as groundbreakings and smaller, more intimate meetings. WSDOT will lead events with support from K-G. Visit neighborhoods through existing meeting times. Grays Harbor is a small community, so there may be opportunities to reach out more effectively via businesses, libraries, markets, and other public kiosks. Post pictures and project updates with direction to visit the web page for more information – could be in a public location such as the library or city hall.

Maximize local agency communication tools and reinforce partnerships: WSDOT, Aberdeen, Hoquiam, and Grays Harbor all have communication tools in place and available for use to publicize the project. The contractor, WSDOT, the city and county will work together for the project success and public benefit.

Showcase Washington Jobs Now. Demonstrate to elected officials and the public that the project is creating and saving jobs regionally and in the Aberdeen and Grays Harbor communities. Coordinate with Worksource, the unions, Grays Harbor Jobs Team and Chambers of Commerce to make every effort to hire local talent and engage the business community. Track job numbers throughout the project to update media talking points.

Coordinate with community organizations. WSDOT will lead coordination with community organizations with support from K-G. K-G will consult with WSDOT on existing list of community organizations to determine which meetings K-G needs to attend. These organizations can help advocate for WSDOT and the project within the community; by reaching out to leadership of various community organizations, we can reach those organizations’ larger membership and demonstrate how this project will help the community. K-G staff can accompany WSDOT on specific engagements with one week’s notice as approved by WSDOT and K-G.

Foster and maintain internal communications: Collaborate with existing information sharing tools. Develop and maintain communication protocols to address ongoing and unexpected impacts, including emergency responses.

Communication performance measures

We will work closely with WSDOT to develop workable performance measures for all communications strategies and tactics. Some that we may consider include:

- WSDOT’s web analytical tools will be helpful to measure how people are utilizing the web tools we present, and how they prefer to get their information. We can do an online survey to test usability for a relatively low cost. WSDOT recently did its own online survey, so we may be able to capitalize on this.
- The regular reporting we will be doing for WSDOT will include performance measures, including number of users subscribed to the project listserv, number of attendees at community meetings, number of constituents corresponded with during the report period, and dates of most recent outreach and/or correspondence with area businesses. Reporting will include “By the Numbers” – data such as “## people visited the project Web page, ## people signed up for the email updates and ## attended community project briefings.”
- Monitor traditional media coverage as well as blogs, letters to the editor, message boards, etc.; report on whether the coverage is positive or negative.
- We will participate in any communications Annual Report to highlight lessons learned and successful communications strategies. We can provide information to WSDOT for its Annual Report.
- Regular meetings with particular organizations where we can address the same construction-related issues and questions will help us get good anecdotal feedback from the community.
- Windshield surveys to address specific groups – tourists, summer residents, etc.
- Summer festivals and open house outreach can be an effective way to gather input from a lot of people. These are an opportunity to measure performance by counting the number of visitors to the booth, collecting feedback on comment cards or anecdotally and signing users up for the listserv and counting the number of new subscribers from the event.
- Meet WSDOT response time standards of 3 days for initial response and 5 working days for final response or extension.

Project milestones

Milestone	Date	Communications
Pre-construction activities (“Construction is coming” messages)	3 rd Quarter, 2010	<ul style="list-style-type: none">• Review and refresh WSDOT’s key contacts list• Brief community organizations, public events• Door-to-door business outreach near site• Construction fact sheet and/or information



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		<ul style="list-style-type: none"> cards, web updates • Begin preparation for open house, kick-off
Grays Harbor facility construction start	1 st Quarter, 2011	<ul style="list-style-type: none"> • Coordinate with WSDOT communications on media and other publicity • Open house with “construction is coming” messaging • Contact card or project fact sheet distribution • Begin weekly reporting
Open House	30 or 60 days before groundbreaking	<ul style="list-style-type: none"> • Serve as a kick off for a countdown to groundbreaking • Focus on events of particular concern to local residents, including haul routes, noise, etc. • Hold open house on site
Groundbreaking	Date TBD	<ul style="list-style-type: none"> • Invite the public as well as media • Focus on media (answer the public’s questions in the Open House) • Similar to Burley-Olalla w/gold shovels
Roadway construction start	1 st Quarter, 2011	<ul style="list-style-type: none"> • Coordinate with WSDOT communications on media and other publicity • Continue weekly reporting
Casting basin completion	Date TBD	<ul style="list-style-type: none"> • Coordinate with WSDOT communications on media and other publicity • Open house with messaging about how much has been accomplished to date • Continue weekly reporting
Beginning of pontoon construction	Date TBD	<ul style="list-style-type: none"> • Coordinate with WSDOT communications on media and other publicity • Printed materials, web and outreach to the community explaining how the pontoons are built and what impacts there will be. • Continue weekly reporting
Completion of pontoon cycles	Date TBD	<ul style="list-style-type: none"> • Coordinate with WSDOT communications on media and other publicity • Open house with messaging about how transporting/storing the pontoons will work • Web and printed updates explaining transporting/storing the pontoons • Targeted outreach to any parties directly impacted by pontoon transportation/storage
Construction complete	2014	<ul style="list-style-type: none"> • Special event coordinated with WSDOT • Media relations assistance • Thank community for being good neighbors, explaining what will happen next with the casting basin facility and the SR 520 project

Key messages

Communication about the SR 520 Pontoon Construction Project will be consistent with previous WSDOT messaging. Messages will be regularly updated, refined and integrated with SR 520 Program messaging.

- **Advancing construction.** We are advancing pontoon construction to rebuild the SR 520 floating bridge in the event of a catastrophic failure, or to be used for the planned replacement of the bridge by 2014.
- **Saving time and avoiding impacts.** Building and storing pontoons for quick deployment will avoid up to 3.5 years of bridge closure and the resulting adverse effects on the transportation system.
- **Reducing risk.** WSDOT is conducting the ACME effort to field test various pontoon construction methods and techniques. This effort will reduce risk, minimize overall project costs and support the accelerated schedule by providing an approved construction approach to contractors.
- **Staying on schedule.** Construction of the new facility in Grays Harbor is planned to begin in 2010. Pontoon construction at the new facility will begin in 2012. Pontoons will be complete in 2014.

Target audiences

- General public
- Aberdeen, Hoquiam and Grays Harbor
- Grays Harbor Transit
- Local and regional media
- Tribes (Quinault Indian Nation, Confederate Tribes of the Chehalis Reservation, Hoh Tribe, Shoal water Bay Tribe, Skokomish Tribal Nation)
- Freight companies; trucking industry
- Local businesses, Chambers of Commerce
- Local unions and labor groups
- Emergency services
 1. Hospitals
 2. Grays Harbor and Aberdeen Fire and Police Departments
 3. Port of Grays Harbor
- Local utilities (Grays Harbor PUD)
- Low-income, non-English speaking and minority populations that might be impacted by the project
- City of Aberdeen; City of Hoquiam; Grays Harbor County (public works, planning, traffic, outreach)
- Community and business groups in Grays Harbor, Aberdeen and Hoquiam, including Grays Harbor Tourism, Grays Harbor 2020, Grays Harbor Economic



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Development Council, Cranberry Coast Chamber of Commerce, Grays Harbor Chamber of Commerce, Grays Harbor Community Foundation, Hometown Hoquiam, WorkSource Grays Harbor and Quinault Indian Nation.

- Environmental interest groups (Grays Harbor Audubon Society, Friends of Grays Harbor, Surfrider Foundation, Grays Harbor Alliance, Chehalis Basin River Land Trust)
- Aberdeen and Hoquiam School Districts
- Elected officials – collaborate with WSDOT to ensure access and information sharing with local and state legislators.

Communication tools (tactics)

This list is not comprehensive and will be updated and revised throughout the project. After WSDOT's approval through the communications workshop, Kiewit-General proposes considering some of the following communications approaches:

- Maintaining open and frequent communication with the community and with WSDOT.
 - Coordinate with WSDOT's 2011 construction season plans and local projects to give commuters the tools to plan ahead for all Aberdeen, Hoquiam and Grays Harbor County construction, especially the Pontoon Project.
 - Create a 24 hour project hotline to be checked in the morning and evening.
- Lead regular communications task force meetings for WSDOT, the contractor and local agencies to coordinate communications and Project schedules and activities.
- Provide excellent writing and graphics pieces, which meet or exceed WSDOT's expectations and minimize the need for revisions.
 - Our staff will write in plain talk, utilize reader-friendly style, review WSDOT's Communications Manual regularly and keep open communication channels with WSDOT to ensure we continue to meet the "One DOT" standards.
 - Ensure that construction information and photos and video are swiftly submitted to WSDOT and uploaded to the website, Flickr and YouTube, and possibly Facebook. Make sure materials are quality-checked, events run smoothly, and Kiewit-General PI lead has the back-up needed to be a success.
 - Support WSDOT in updating the Web, listserve, 511, CARS, HAR and VMS tools.
 - Complete thorough, accurate monthly reports to WSDOT.
- Be accessible either in the office, by phone or with remote computer access.
 - Communications staff can remote-in through Citrix (WSDOT) and CentricProject (Kiewit-General) in order to seamlessly access materials needed to send press releases, update the web page and handle crisis communications in the event of an emergency.

- Engage the local community in Project outreach – we can tap into existing organizations, real estate agents, businesses, high school volunteers, and others who are interested in helping us reach the public. This is a tight community that will respond well to information delivered through local sources as well as our project team.
- We will plan for these events with the existing SR 520 bridge project team to learn from their past outreach efforts and identify the most effective tools. Outreach pre-construction and near the start of the project will focus on broad outreach to the community. As the project continues, outreach efforts will become more narrowly focused to parties directly impacted by the work, while sending updates to contacts made during earlier outreach efforts.

Specific tactics will include:

- Annual open house – the Grays Harbor Chamber of Commerce suggested holding a town hall at one of the following locations: Aberdeen Elks, Rotary Log Pavilion, or Aberdeen Eagles. The Chamber Executive Director, LeRoy Tipton, has experience with community meetings and would like to partner on our first open house. Coordinate with WSDOT.
- Targeted outreach to local unions, tribes and community organizations as needed to communicate impacts or essential Project information.
- Engage the Hispanic community through community leaders suggested by the City of Aberdeen, City of Hoquiam and the Chamber of Commerce, including Edward Quiata. Grays Harbor Community College also has a Hispanic community liaison with whom we can coordinate.
- Regular speaking engagements at community organizations, businesses and schools, in conjunction with the SR 520 bridge team and Olympic Region.
- Door-to-door communications in the immediate project area.
- Regular informal project briefings and outreach. Could consider “sidewalk talks,” where project team members staff a quarterly info table at an accessible location like a library or grocery store to answer questions. Or, un-staffed traveling display boards at community gathering spots.
- Mentoring and volunteer activities with local students to engage Aberdeen and Hoquiam high schools’ vocational education departments. Students can have volunteer jobs to help us distribute flyers and create the tabletop display, while learning construction and communications basics.
- Information booths – help WSDOT staff community and civic events, such as the Grays Harbor Chamber a.m. Connections, Razor Clam Festival, Save a Salmon Weekend, Cranberry Harvest Festival, etc.
- Connect with local City of Aberdeen and City of Hoquiam residents through existing channels and outreach tools:
 - City of Aberdeen Community Development Department (Administrator Lisa Scott)
 - City of Hoquiam Community Services Coordinator Tracy Wood



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- Hoquiam Happenings newsletter
 - Others from WSDOT's resource list.
- Build trust with timely responses to requests for information. All correspondence will go out according to WSDOT's standards for timeliness (3 days, 5 days) and writing style. We plan to use WSDOT's Pontoon Construction Project database to track all correspondence. This tool helps to track, streamline and report trends in correspondence so it is completed according to WSDOT's timeline and standards.
- Provide clear information and construction updates, as well as effects on local businesses, neighborhoods, transit providers, and emergency services.

WSDOT to lead (a complete list can be found in the RFP):

- Communications regarding the environmental documents: EIS and ROD.
- Media relations activities.
- Project-related events such as groundbreaking and ribbon-cutting (Kiewit-General will support).
- Monitoring and reviewing Project communications to meet WSDOT standards for form, graphic design, content and messaging.
- Communications with tribes and elected officials.

Other requirements specific to the RFP:

Meetings and weekly progress reports

The Public Information Task Force will meet monthly at first and then weekly as required. Kiewit-General management is considered part of this weekly team meeting.

The Kiewit-General Public Information Officer will provide weekly project updates with the upcoming week's closures, detours, etc. once construction begins in January 2011.

Once per month, the report will also include a summary of trends, public inquiries, complaints and comments and how Kiewit-General has responded to those comments. This summary will be compiled from the public contact database system.

Construction Information Dissemination

Kiewit-General will communicate with WSDOT on the upcoming construction schedule three-weeks in advance when possible. Depending on the impacts of the construction activity, all stakeholders will be notified as needed. Kiewit-General's PIO will draft notices of construction impacts for review/approval by the WSDOT communicator assigned to the project.

Construction Schedule

For each construction milestone, Kiewit-General will notify WSDOT prior to the scheduled activity. Kiewit-General will provide weekly updates to construction activities forecasted to impact traffic.



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Crisis Communication Approach and Emergency Information Dissemination

We will prepare a separate Emergency Response Protocol. Kiewit-General and WSDOT will jointly develop a detailed Crisis Communications Plan that will ensure that neither party is put in a position in which they are speaking on behalf of the other's agency during a crisis situation. Kiewit-General and WSDOT will use this document to set parameters and guidelines for this type of communication.

- Emergency services will be notified of planned activities, closures and detours at the same time WSDOT is notified (one month ahead, and weekly updates).
- Kiewit-General Information Officer / Public Involvement will be called for major incidents.

Traffic Conditions

Kiewit-General will inform WSDOT of any unusual traffic conditions (such as road obstructions, etc.) within 15 minutes of detection so this information can be forwarded to the Traffic Systems Management Center. (Construction Manager with PI)

Emergency Vehicle Access

Kiewit-General will provide information regarding access for emergency services to necessary parties by a schedule agreed upon by Kiewit-General and the emergency services providers.

To date, the following events have been identified as potential opportunities for outreach and briefings (list will be expanded and coordinated with WSDOT):

Event	Date and contact	Action Planned
Grays Harbor Chamber Business Forum Luncheon	4th Tuesday each month, 11:30 a.m. to 1 p.m. graysharborchamber.com	Attend a meeting at the start of the project, near any major milestones and attend additional meetings on request from the Chamber
Save a Salmon Weekend	Lake Quinault, August, date TBD	Staff a booth at the event in 2011 and future years if it proves to be a good outreach venue
Grays Harbor Chamber of Commerce a.m. Connections	1 st Tuesday of every month, 7:30 a.m. – 8:30 a.m., graysharborchamber.com	Attend a meeting at the start of the project, near any major milestones and attend additional meetings on request from the Chamber
Cranberry Harvest Festival	Annual event held in October 1 st Tuesday of the month, 7:30 a.m. – 8:30 a.m.,	Staff a booth at the event in 2010 and future years if it proves to be a good outreach venue

Other possible events include:



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- *Expo Grays Harbor (historically held in late March),*
- *Elma Home & Garden Show (historically held in May),*
- *Hoquiam On Track Art Festival (historically held the last weekend of August),*
- *Hoquiam River Fest (historically held in July; 2010 date TBD),*
- *Aberdeen Splash Festival (4th of July; may be discontinued), and*
- *Grays Harbor County Fair (held in August).*

Outreach activities for these events will be determined based on timing of the events in relation to project progress and staffing coordination with WSDOT.

Utility Shut-offs

Kiewit-General will communicate with businesses or residents affected by utility shut-offs, contacting all affected businesses and residents 48 hours in advance of a utility shut-off and keeping a record of the notification. Notices will indicate the purpose and expected duration of the outage and provide contact information. Kiewit-General will provide copies of the notices to WSDOT. Kiewit-General will notify the utility owner and local emergency services in the event of an emergency involving a utility shutoff.

Quality Assurance and Quality Control

Kiewit-General shall maintain a high level of quality control for all public information tools and materials. Information to be submitted to WSDOT for distribution to the public shall follow the following process:

- PI Lead drafts the material and shepherds the review process
- The Kiewit-General Project Manager or his designee provides review
- The Kiewit-General Project Manager may designate additional reviews as appropriate
- Once approved internally at Kiewit-General, materials will be submitted to WSDOT for review and approval.

Communications team members and affiliations

WSDOT

Dave Ziegler, Principal Engineer, 253-200-3562

Brenden Clarke, Project Engineer – Design, 253-200-3548

Dewayne Matlock, Project Engineer – Construction, 360-584-2170

Christine Lava, Assistant Project Engineer, 253-200-3547

Gaius Sanoy, Assistant Project Engineer, 253-200-3542

Jon Danks, Business Manager, 253-200-3549

WSDOT – Olympic region

Lisa Copeland, Communications Manager, 360-357-2789

Joe Irwin, Public Information Officer, 360-357-2703



**Washington State
Department of Transportation**



Kiewit

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SR 520 Program Office

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Suanne Pelley, Communications Manager, 206-770-3578

Jeff Switzer, Communications, 206-770-3547

Cheryl Ellsworth, Communications, 206-269-5041

Holly Stewart, Communications, 206-826-4749

Kiewit-General

Ron Morford, Project Sponsor, 206-915-0901

Phil Wallace, Project Director, 206-793-5663

Jeff Billows, Senior Project Engineer, 206-255-2657

Stuart Moore, Casting Basin Manager, 360-3406797

Dan Jansen, Senior Business Manager, 360-607-6138

Colleen Gants, Public Information Specialist, 206-465-2311

Lynsey Gilchrist, Public Information Specialist, 425-765-6483

Lisa Scott, City of Aberdeen community development

- Attend PI task force mtgs.
- K-G provides regular updates for outreach to neighborhoods and community groups
- City provides information to the project on community events that could conflict with scheduled work

Tracy Wood, City of Hoquiam community services coordinator

- Attend PI task force mtgs.
- K-G provides regular updates for outreach to neighborhoods and community groups
- City provides information to the project on community events that could conflict with scheduled work

TBD, Grays Harbor County

Communication/PIP tactics

Our experienced construction communications team has used this type of checklist on several WSDOT design-build projects to account for all contractor items that are required in the RFP. We actively use this checklist as a guide at our task force meetings to ensure that communications commitments are met on schedule.

Tactic	RFP section	Timing	Lead	Support
Coordinate construction closures and communications with other projects	2.9.3.1	Ongoing	OR	K-G
Communications planning workshop	2.9.3.2.2	May 17, 2010; Draft agenda provided to WSDOT by May 10.	K-G	OR, SR 520
Support to WSDOT in organizing the no surprises workshop	2.9.3.3	30-45 calendar days before the start of construction	OR	K-G
Create and update key messages	2.9.4	Ongoing	SR 520	K-G, OR
Coordinate internal and external project communications	2.9.4	Ongoing	SR 520	K-G, OR
Communications re: environmental analysis	2.9.4	Ongoing	SR 520	
Coordinate events such as groundbreaking, ribbon-cutting and pontoon float-out	2.9.4	Tbd	SR 520	K-G, OR
Communications with elected officials	2.9.4	Ongoing	SR 520	K-G, OR
Communications with tribes	2.9.4	Ongoing	OR, SR 520	K-G
Meetings with SR 520 Bridge Replacement project staff	2.9.6.1	Initial months of the project	SR 520	K-G, OR
Monthly progress reports	2.9.6.2	Once a month after const. start	K-G	OR
Draft listserve messages for construction project		Ongoing	K-G	
Update Web site		Ongoing	SR 520, OR	K-G
Crisis communications plan	2.9.6.4	Within 60 days before construction & approved by WSDOT; covers roles during a crisis.	K-G	OR, SR 520
Summarize upcoming construction activities and associated impacts and communicate to the public	2.9.6.3.1	30 calendar days prior to starting construction	K-G	SR 520, OR
HAR, VMS, hotline, Web site; collateral materials	2.9.7.1-6	Ongoing	OR	K-G



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Correspondence and e-mail	2.9.7.7	Ongoing	SR 520, OR	K-G
Conduct employment outreach to the local community, including coordination with labor unions, trade associations, community college training programs	2.9.7.8.2	Ongoing	K-G	SR 520
Construction site tours	2.9.7.12	Ongoing	SR 520, OR	K-G
Coordinate open house event	2.9.7.8.1	Just after NTP	K-G	SR 520, OR
Take photos to document construction and public outreach; post images/video to WSDOT Website	2.9.7.11	Ongoing	K-G	SR 520, OR
Notification of Commercial Vehicle Access and Restriction Information to Washington State Patrol, WSDOT's Olympic Region Communication Manager, WSDOT's Commercial Vehicle Office, Washington Trucking Association, Transit agencies with: <ul style="list-style-type: none"> Description of the event Start of the event End of the event 	2.9.6.5.3	14 days before construction that affects commercial vehicle access	K-G	OR
Notification to emergency services		As needed	K-G	OR
Businesses and residents affected by utility shutoffs		48 hours ahead of utility shutoff	K-G	SR 520, OR

This draft PI Plan served as a discussion tool at the communications workshop, called for in the RFP. First and foremost, we will be cognizant of WSDOT's goal to demonstrate progress on the SR 520 Pontoon Construction Design-Build Project. Successful project outreach can enhance our ability to deliver a quality project.